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IRISES from "Top of the World" BOULDER, COLORADO

ONE of my specialties is the Iris. Out here "Where the West Begins" the mile-high altitude, the dry air, the abundant sunshine—all combine to produce clean, healthy stock.

Winters are cold enough to eliminate varieties that will not do well in every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

You should see the fine reports I receive from those who have planted my Irises in all parts of the United States, Canada and even Australia and New Zealand.

You, too, will be delighted with "Iris from Top of the World." Take a Long Chance and order at least a few Long Iris for observation.

All Iris roots prepaid in U. S. A. and Canada. Other countries add 5c each for extra postage and special packing. Cash with order. Delivery after July 4th.

MAKE UP YOUR OWN COLLECTIONS

Browse through the Groups "A" to "F" and make up Collections or Assortments yourself at the very special quantity prices.

A 35c Peach for a Dime

That lovely Iris, PEACHES, has increased so fast for me that I can make you this very special offer. Read the conditions carefully.

With each dollar's worth of other Irises, you may order one root of PEACHES for 10c.

PEACHES is a pleasing blend of peach, apricot and orange, with ruffled blossoms. Roots small, but sure to bloom. Very prolific bloomer. Several roots planted together make a showy clump the first season. Regular price, 35c each. Special if ordered with other kinds, 10c as noted above.

Each Iris Root Plainly Labeled
(S means Standards; F means Falls.)
Prices are per each for standard divisions

| | | |
|-------------------------|--|----------------|
| Alta California | Delightfully different yellow, faintly bronzed, large firm blooms..... | Each \$1.25 |
| Ambassadeur | S, bronzy violet. F, red-purple..... | .15 |
| Anna Farr | White, bordered blue..... | .15 |
| Argos | S, blue-mauve. F, reddish, shading to blue..... | .15 |
| Asia | A silvery lavender and violet blend, flushed gold..... | .20 |
| Black Prince | S, intense violet. F, black-purple..... | .15 |
| Black Wings | Intense deep blue, appearing almost black. Large. Fragrant..... | 1.25 |
| Blue Banner | S, light blue. F, blue, edges lighter..... | .35 |
| Blue Velvet | Rich deep blue of heavy substance, suggesting dark blue velvet..... | .50 |
| Bourem | S, Bordeaux red. F, violet, shaded garnet-red..... | .25 |
| Bruno | S, bronze, tinted lavender. F, velvety wine-purple. Large..... | .15 |
| Buechley's Giant | Immense light blue. Grand..... | 1.00 |
| Burning Bronze | Very large dark metallic red with bronzy finish. One of the best reds to date..... | 10.00 |
| Buto | S, royal purple. F, dark violet. Large. Early. Free bloomer..... | .25 |
| Candlelight | Light pinkish lavender, illuminated within with a rich golden glow..... | .15 |
| Cardinal | S, lavender-rose. F, dark velvety red-purple..... | .20 |
| Cassiopee | S, Ageratum blue. F, blue, edged gray..... | .25 |
| Cheerio | One of the most beautiful bi-colors in existence. S, beautiful lustrous tan. F, brilliant, glowing velvety red. "A Flame in the Garden." Each..... | 12.50 |
| Cinnabar | Rich dark red with heavy, velvety falls..... | .25 |
| Clara Noyes | Blend of peach and apricot tones..... | .80 |
| Claude Aureau | S, golden yellow. F, russet brown..... | 1.25 |
| Conquistador | Lavender - violet. Tall, large..... | .15 |
| Coppersmith | S, crimson - purple. F, copper-red..... | .20 |
| Crystal Beauty | New large pure white, tall well branched stalk..... | 6.00 |



San Francisco Iris

Los Angeles Iris

"TALE OF TWO CITIES"

I don't know how much truth there is in it. But they do say there is keen rivalry between two wonderful California cities, Los Angeles and San Francisco.

I like 'em both immensely. But since I have a lot of friends in both places you don't catch me taking sides in the rivalry or controversy, if any.

"TALE OF TWO IRISES"

Two of the largest, finest and most popular Irises are named San Francisco and Los Angeles. (There! See how careful I am not to favor one more than the other. I mention Los Angeles first in one paragraph, then San Francisco first in the next!)

Similar but Different. Both these Irises are immense whites. In San Francisco the standards and falls are distinctly edged with lavender. In Los Angeles, the lavender or light blue marking is heavier near the base of the petals. The illustrations on this page are from specimens in my own garden, May, 1936. To save space I show only the middle and upper portion of the blooms, to give you an idea of the color placement. This coloring shows up a bit stronger on San Francisco than on Los Angeles.

There appears to be considerable rivalry between these two Irises. Some Iris fans say San Francisco is the better, others find Los Angeles more to their liking. As for myself, on Mondays, Wednesdays and Fridays I think one of them should have the blue ribbon. But on Tuesdays, Thursdays and Saturdays, I think maybe, after all, the other one is the winner.

Of course I might get the Literary Digest to conduct a nation-wide poll and settle this once for all. But I have another plan.

I'm going to make you a very special offer on these two super Irises, and ask you to drop me a post card after they have bloomed in your own gardens. Tell me if you can, which one is the better.

Here's My Offer: For 60c I'll send you one strong division of Los Angeles and one of San Francisco, prepaid.

For \$1.00 I'll send you two strong divisions of San Francisco and two of Los Angeles, prepaid.

| | | |
|----------------------------|---|-------------|
| Dauntless | Another new, large near-red..... | Each .75 |
| Depute Nomblot | S, copper-red. F, claret-crimson. Immense blooms..... | .75 |
| Desert Dawn | A glorious rich yellow and lavender blend..... | 1.00 |
| Doxa | S, creamy blend. F, cream, flushed chestnut..... | .25 |
| Dr. Chas. Mayo | Lovely lavender-pink..... | .20 |
| Dream | Beautiful lilac-pink. Dependable and pleasing..... | .15 |
| Duke of Bedford | S, deep violet. F, violet-purple, velvety and brilliant. Splendid..... | .15 |
| Edgewood | Tall, large, pink bi-color with orange beard..... | .35 |
| El Capitan | Giant flowered bluish violet of heavy substance..... | .40 |
| Eleanor Blue | Soft campanula blue with a flush of deeper chicory blue in the center of the falls..... | 2.00 |
| Eleanor Roosevelt | New fall blooming Iris of rich purple. Blooms early in spring, then (in most sections) again in fall, over a long period..... | .75 |
| Elizabeth Egelberg | S, pink and lavender blend, with gold throat and beard. F, lustrous mauve, strongly shaded pink..... | .20 |
| Eloise Lapham (New) | Lovely ruffled flesh pink. Free bloomer..... | .60 |
| Eros | (New). A lovely large salmon-pink, with iridescent flowers of silky texture..... | 8.00 |
| Ethelwyn DuBuar | A new large pink of unusual merit..... | 1.00 |
| Etoile DuMatin | S, sulphur yellow, low, dotted brown. F, blue, veined maroon..... | .15 |
| Evolution | Coppery bronze self, with heavily frilled standards. Falls copper-bronze, overlaid blue..... | 1.00 |
| Folkwang | S, light rose-pink. F, deep rose carmine..... | .15 |
| Fra Angelico | S, light bronze gold. F, overlaid blue..... | .15 |



The lovely Frieda Mohr Iris as it grows in my Mile High gardens.

| | | |
|--------------------------|--|-------------|
| Frieda Mohr | One of the largest and finest. S, light lilac-pink. F, deep lilac-rose. If you haven't seen Frieda Mohr, then "you hain't seen nuthin' yet" in Iris. The flowers measure 6½ inches from the top of the standards to the tip of the falls and 6 inches horizontally. The plants average 50 inches in height. The flower substance is heavy, the branching rather high and well spaced, the growth vigorous. Locust perfume. Strong divisions..... | Each .25 |
| Gentius | Very early rich purple intermediate..... | .75 |
| Germaine Perthuis | Mulberry purple..... | .35 |
| Glowing Embers | S, tan, violet. F, red..... | .15 |
| Gold Imperial | Chrome yellow. Orange beard..... | .15 |

IRISES from "Top of the World," Boulder, Colorado

| | Each |
|---|-------|
| Grace Sturtevant The most outstanding of all rich brown Iris. Standards dark red-brown with rich velvety falls that are still darker, being almost black at the tip. A deep orange beard makes this flower one of the most conspicuous in the garden. Price, now, only..... | .35 |
| Grand Monarch Red bronze throat. Tall. Large flowers with broad S and F. Late..... | .25 |
| Gudrun New, very large lustrous white. Good substance..... | 5.00 |
| Happy Days (Mitchell, 1934). Introductor's description: A real triumph in yellow breeding which bids fair, in time, to become the most popular iris in the United States. An immense clear yellow most easily described as a yellow El Capitan, although in established plantings the bloom will be slightly larger than those of the latter. Perfectly branched, with each stalk carrying seven or eight massive blooms. Color, clear pinard yellow, with the falls being a shade deeper than the standards, and the beard an attractive orange yellow. Unusual glistening finish. No tendency towards flecking and fading. Blooms measure 7 1/4" from top to bottom, and 3 1/4" across the falls. Height 40". Flowers through the season. We venture to predict that Happy Days will remain sensationally outstanding as long as has the remarkable Frieda Mohr. Each..... | 12.50 |
| Helios A big, luminous pale yellow. Fine form and finish, with delicate light brown lining on the falls. Vigorous grower, free blooming..... | .75 |
| Imperator Rose-red self, overlaid bronze..... | .25 |
| Indian Chief Well named. Indian Chief is one of the most popular of the newer Irises in its color class. The velvety falls are deep blood-red, blended with bronze, and the standards are considerably lighter in tone. A large flower, quite tall, and very well branched..... | .35 |
| Iris King S, old gold. F, garnet-brown, edged yellow..... | .15 |
| Irma Pollock A velvety carmine with lighter margin. Heavy substance and fine flaring form. | .60 |
| Isolene S, rose-pink. F, purple-rose. Frieda Mohr better..... | .15 |
| Jean Cayeux A beautiful iris, color—a soft, smooth, light buff, described by some as "coffee colored" and by others as Havana-brown. The form is perfect, and the size is larger than average. It is splendidly branched, over three feet tall, and flowers over a long season. Jean Cayeux has been awarded a Certificate of Merit by the French Horticultural Society, and in 1931 it won the Dykes Medal for the finest iris of the year..... | 6.00 |
| Jean Siret A new yellow ever-blooming iris. This variety and Lieut. Chavagnac are the most persistent bloomers of the Iris family. They begin to flower quite early in the spring with the earliest miniatures and have a long spring flowering season. They are also likely to flower any time that the weather seems to suit them during the summer months and fall..... | .30 |
| Jerry (Lapham). Perfectly formed, extremely brilliant red iris. The large, rounded flowers are as near perfection as could be desired. Very lovely..... | 3.00 |
| Kansas S, Chinese violet, shaded lilac. F, light purple-violet. | .20 |
| King Juba (Sass). Big and bold, with yellow standards and falls of Indian lake. Medium tall.. | .75 |
| Kochii Very early purple self. Popular because so early..... | .15 |
| Krinkles S, lavender. F, deeper. A bit unusual but nothing to write home about..... | .30 |
| Labor Luminous reddish violet, suffused with a coppery glow.... | .20 |
| Lady Byng Clear lavender self, suffused rose. Good.. | .20 |
| La Neige Pure white French, unlike others. Fine..... | .15 |
| Lent A. Williamson Lavender-violet.... | .15 |
| Le Corregge S, smoky bronze. F, dark velvety red..... | .25 |
| Largo New soft yellow blend. Falls overlaid marine. Large ruffled flowers..... | 1.25 |
| Lieut. Chavagnac A new ever-blooming fragrant violet colored variety, with the same qualities as Jean Siret. The two go well together..... | .40 |
| Lord of June S, lavender. F, violet-blue. Large.... | .15 |
| Los Angeles Very large white, faintly marked blue | .50 |

| | Each |
|--|-------|
| Lucrezia Bori One of the fine new yellows. The S are translucent empire to primrose yellow; F, deeper yellow, paling slightly at base. A large, well formed flower.... | 22.50 |
| Majestic Light lavender and raisin purple..... | .25 |
| M. A. Porter (New) Very large and robust. S, dark blue. F, still deeper violet-blue..... | .75 |
| Marquita Luminous ivory yellow with falls heavily lined maroon. Large..... | 4.00 |
| Meldoric Said by a noted Iris specialist to be the finest dark iris in existence. The flowers are blue-black in effect, very large. Each.. (2 for \$3.50; 3 for \$4.00; 4 for \$5.00.) | 2.00 |
| Midgard An exquisitely beautiful color combination. One of the best of the famous Sass blends. Yellow flushed rose pink. The color from a distance is a delightful shade of warm rose pink. A dream of loveliness. | .20 |
| Midwest Pride S, Hortense violet. F, hyacinth violet, deeper at center..... | .50 |
| Ministre Ferdinand David S, silky red-purple. F, dark red-purple. One of the real Iris giants. Scarce.... | 1.50 |
| Mirasol Large golden yellow flowers, well formed..... | .35 |
| Missouri The very large flowers are a medium lavender-blue of exceptionally pure tone. F, very broad and flaring, of a slightly deeper shade of blue, with a heavy velvety surface. Each..... | 4.50 |
| Monterey S, soft violet, shaded red. F, velvety bronze-red.... | .20 |
| Morning Splendor S, petunia violet. F, crimson or wine color. Large..... | .20 |
| Mount Royal S, deep blue. F, pansy violet. Large | .25 |
| Nene S, lilac. F, wine red. Gigantic plant. Immense flowers. Scarce | 1.00 |
| Noweta Exquisite melting creamy pink of Midgard type.... | 1.50 |
| Numa Roumestan Both S and F garnet... | .35 |
| Omaha Combination of coppery pink and brownish cinnamon.... | .25 |
| Opera S, pansy violet shaded brownish violet. F, violet-purple.... | .15 |
| Oriflamme S, light blue. F, deep violet. Edges waved.. | .15 |
| Orion S, violet. | .25 |
| Pallida Dalmatica Light blue..... | .15 |
| Peaches Striking blend of peach, apricot and orange. Similar to Clara Noyes, but lighter..... | .35 |
| Special Offer: One at 10c with each dollar's worth of other varieties. | |
| Peerless S, violet blue. F, pansy violet..... | .35 |
| Persia S, smoky blue. F, bright blue..... | .75 |
| Petruchio Flowers are carmine and red-brown, with golden beard and golden throat..... | .50 |
| Picador S, honey yellow. F, mineral red. Bright contrast of colors..... | 1.00 |
| Pink Satin Clear light pink, uniform. Flowers large, with satiny sheen. Finely shaped flowers well poised on stem..... | 1.00 |
| Pluie D'Or Large golden yellow with orange beard. Stems well branched, bearing many blooms of good substance. (An excellent landscape variety.)..... | .25 |
| President Pilkington A blend of pure buff, S and F of lavender-blue. Fine.. | 1.35 |
| Rameses A Dykes Medal winner in America. A symphony in rose, pink, and buff, shading to yellow near the edges, and with a yellow glow at the heart. Heavy apricot beard, 36 inches and over in height, gracefully branched. Now priced within the reach of all Iris lovers..... | .50 |
| Red Dominion This fine red self is one of the most beautiful and outstanding Iris. The flowers are large, of perfect form and well poised on the well branched stems. Clear, lustrous, deep red standards, slightly frilled; broad, horizontal velvety red falls, flushed with a near black, velvety luster in the center. A glowing ox-blood red. One of the fascinating characteristics of this new variety is the opening bud, which resembles the bud of a deep red rose..... | 1.50 |
| Rosado Lovely clear, soft pink. Tall, good..... | .25 |
| Rose Dominion Deep rose pink bi-color. Good form..... | 1.25 |
| Rubeo S, deep glistening rose. Falls deep maroon. A magnificent plant with huge flowers on 48-in. stems. Good substance..... | 2.00 |

| | Each |
|---|-------|
| Rusty Gold A bronzy orange blend. Midseason. Tall.... | .75 |
| Sacramento S, white heavily edged red-purple. F, reticulated with same color. Unusual.. | .50 |
| San Diego Immense blooms of velvety blue-purple.... | .50 |
| San Francisco Both standards and falls white, edged lavender. Tall stems, branching low and wide like a candelabra, carry these very large and beautiful blooms. Winner of Dykes Medal. It's fine..... | .50 |
| San Gabriel Early pink-lavender. Large..... | .20 |
| Santa Barbara Violet blue self, large and fine.... | .20 |
| Selene Extra large pure white of thick substance. A giant.... | .50 |
| Sensation Gigantic cornflower, blue self. Beautiful..... | .60 |
| Sequoiah Similar to Bruno. Larger..... | .30 |
| Sierra Blue Clear enamel-like blue. A Dykes medal winner. Tall and stately. Many buds and blooms..... | 3.00 |
| Sir Michael S, lavender. F, purple, suffused red.... | .40 |
| Snow White Beautiful white. Soft green throat..... | .30 |
| Sonoma Standards and falls an attractive yellow. Tall..... | .20 |
| Souv. de Loetitia Michaud Lobelia blue, shading to lighter blue... | .25 |
| Souv. de Mme. Gaudichau Deep velvety violet. Better than many new high priced varieties. Extra good. | .20 |
| Spring Maid Clear rose-pink, with honey flush..... | 1.50 |
| Striped Leaves Flowers beautiful blue, of medium size. Leaves striped, making the plant very ornamental and attractive all season..... | .50 |
| Susan Bliss Nice rose-pink. Edges frilled..... | .15 |
| Sweet Lavender S, lavender. F, deep rose-lavender. Ruffled. Fragrant..... | .15 |
| Thuratus Black purple self. One of the darkest Irises.... | .35 |
| Trail's End S, yellow overlaid orange-red. F, "remind one of the berry of bitter-sweet after it has been touched by frost."..... | 3.00 |
| True Charm White, edged with blue-lavender..... | .15 |
| True Delight White, edged with pure rose-pink..... | .25 |
| Venus de Milo Huge white on tall branching stems..... | 1.00 |
| War Eagle In effect, a rich glowing red-toned iris. Very large..... | 15.00 |
| Winneshiek Fine large iris of deepest blue, which does not fade. Petals of firm substance and daintily frilled. I'm strong for Winneshiek. It will go far!..... | 1.00 |



This world famous Iris, Wm. Mohr, is one of the "must haves." Gigantic, yet beautiful.

| | |
|--|------|
| Wm. Mohr Gigantic flowered lilac, veined purple. Plant small, but flowers immense. Wm. Mohr is one of the most amazing, sensational, pleasing and satisfactory Irises ever originated. Nothing else like it. It naturally makes small roots and small plant but blooms are mammoth..... | .40 |
| Wm. R. Dykes Gigantic early yellow, lightly flecked violet. Slightly crinkled..... | 1.50 |
| Zaharoon Unusual blend of amber, buff, yellow, fawn and light violet. Large and vigorous plant. | 1.25 |
| Zua Early lilac-white with crinkled edges. Fragrant. A novelty.... | .15 |

J. D. LONG, BOULDER, COLORADO

IRISES from "Top of the World," Boulder, Colorado



One of Long's "Mile High" Iris Fields—May, 1936

PHOTO BY EVERETT C. LONG

Quantity Prices Prepaid

GROUP "A"

(Your choice, alike or assorted)
4 for \$0.50 9 for \$1.00
20 for \$2.00 42 for \$4.00

| | |
|--------------------|--------------------|
| Ambassadeur | Kochii |
| Anna Farr | Labor |
| Argos | Lady Byng |
| Asia | La Neige |
| Black Prince | L. A. Williamson |
| Bruno | Lord of June |
| Candlelight | Midgard |
| Conquistador | Monterey |
| Coppersmith | Morning Splendor |
| Dr. Chas. Mayo | Opera |
| Dream | Oriflamme |
| Duke of Bedford | Pallida Dalmatica |
| Elizabeth Egelberg | San Gabriel |
| Etoile du Matin | Santa Barbara |
| Folkwang | Snow White |
| Fra Angelico | Sonoma |
| Glowing Embers | Souv. M. Gaudichau |
| Gold Imperial | Susan Bliss |
| Iris King | Sweet Lavender |
| Isolene | True Charm |
| Kansas | Zua |

GROUP "B"

(Your choice, alike or assorted)
5 for \$1.00 11 for \$2.00
24 for \$4.00 50 for \$8.00

| | |
|-------------------|------------------|
| Bourem | Le Corregge |
| Buto | Majestic |
| Cardinal | Mt. Royal |
| Cassiopee | Omaha |
| Cinnabar | Orion |
| Edgewood | Pluie d'Or |
| Frieda Mohr | Rosado |
| Germaine Perthuis | Sequoiah |
| Imperator | Souv. D. Michaud |
| Jean Siret | True Delight |

GROUP "C"

(Your choice, alike or assorted)
4 for \$1.00 9 for \$2.00
20 for \$4.00 42 for \$8.00

| | |
|---------------------|----------------|
| Blue Banner | Numa Roumestan |
| Grace Sturtevant | Peaches |
| Indian Chief | Peerless |
| Lieut. de Chavagnac | Thuratus |
| Mirasol | Wm. Mohr |

GROUP "D"

(Your choice, alike or assorted)
3 for \$1.00 7 for \$2.00
15 for \$4.00 32 for \$8.00

| | |
|-------------|----------------|
| Blue Velvet | San Diego |
| El Capitan | San Francisco |
| Los Angeles | Selene |
| Rameses | Sir Michael |
| Sacramento | Striped Leaves |

GROUP "E"

(Your choice, alike or assorted)
4 for \$2.00 9 for \$4.00
20 for \$8.00 42 for \$16.00

| | |
|-------------------|--------------|
| Clara Noyes | Irma Pollock |
| Dauntless | King Juba |
| Depute Nombot | M. A. Porter |
| Desert Dawn | Persia |
| Eleanor Roosevelt | Rusty Gold |
| Eloise Lapham | Sensation |

GROUP "F"

(Your choice, alike or assorted)
3 for \$2.00 7 for \$4.00
15 for \$8.00 32 for \$16.00

| | |
|------------------|---------------|
| Alta California | Picador |
| Buechley's Giant | Pink Satin |
| Claude Aureau | Venus de Milo |
| Ethelwyn DuBuar | Winneshiek |
| Nene | Zaharoon |

GROUP "G"

(Your choice, alike or assorted)
3 for \$3.00 7 for \$6.00
15 for \$12.00 32 for \$24.00

| | |
|-------------------|------------------|
| Black Wings | W. R. Dykes |
| Largo | Pres. Pilkington |
| Ministre F. David | Red Dominion |
| Noweta | Rose Dominion |

\$10 Jean Cayeux Collection

One Jean Cayeux and the following 15 additional. (You choose the 15.)

Any 5 from Group "C" (Your Choice)
Any 4 from Group "D" (Your Choice)
Any 3 from Group "E" (Your Choice)
Any 2 from Group "F" (Your Choice)
Any 1 from Group "G" (Your Choice)
The 16 for \$10.00, Prepaid

Long's Double Peonies



Peony roots will be listed in my Fall catalogue, ready on or about September 15, maybe sooner. If wish Peony prices sooner, write for the Peony price list, ready about July 20.

Colorful Colorado Collection

30 Super Irises for \$12.00
(One each, Labeled, Prepaid-)

| | |
|------------------|-----------------------|
| Alta California | Midgard |
| Black Wings | Noweta |
| Blue Velvet | Omaha |
| Buechley's Giant | Pink Satin |
| Clara Noyes | Pluie d'Or |
| Desert Dawn | Red Dominion |
| El Capitan | Sacramento |
| Eloise Lapham | Selene |
| Ethelwyn DuBuar | Sensation |
| Frieda Mohr | Striped Leaves |
| Grace Sturtevant | Souv. de L. Michaud |
| Indian Chief | Souv. de M. Gaudichau |
| Lady Byng | True Delight |
| M. A. Porter | Wm. Mohr |
| Meldoric | Zaharoon |

Study the list. What class!

One each of these colorful and outstanding varieties for only \$12.00 prepaid. Each variety plainly labeled. This is my SUPER-SPECIAL for summer and fall, 1936. Please don't ask for any changes in the list. Price so special that you can give away some you don't need and still have extra good value.

NOTE: Show this offer to your flower friends. Maybe you can get several of them to "chip in" with you then divide the roots and the expense. In a year or two you will have enough increase so each one can own the entire collection when you divide and reset the clumps you will have from these divisions. "Take a tip from me."—J. D.

"Mile High" Collection

40 Favorites for \$5.00, Prepaid
(One each, Labeled, Prepaid-)

| | |
|--------------------|-------------------|
| Ambassadeur | Isolene |
| Anna Farr | Kansas |
| Asia | Kochii |
| Black Prince | Labor |
| Blue Velvet | La Neige |
| Bruno | L. A. Williamson |
| Cardinal | Lord of June |
| Conquistador | Midgard |
| Coppersmith | Monterey |
| Dream | Morning Splendor |
| Dr. Charles Mayo | Omaha |
| Doxa | Opera |
| Duke of Bedford | Oriflamme |
| Elizabeth Egelberg | Pallida Dalmatica |
| Folkwang | Rameses |
| Fra Angelico | Sacramento |
| Glowing Embers | San Gabriel |
| Gold Imperial | Santa Barbara |
| Grace Sturtevant | Susan Bliss |
| Iris King | True Charm |

NOTE: These Irises are the cream of inexpensive varieties. Many sold for \$2.00 to \$4.00 each only a few years ago.

Large Lots at Wholesale Prices—F. O. B. Boulder

Commercial growers, dealers and other large buyers write for wholesale prices f. o. b. Boulder.

J. D. LONG, BOULDER, COLORADO

PANSY SEED FOR SUMMER AND FALL SOWING

(Free culture leaflet with each Pansy seed order.)

LONG'S

Super-Giants

Many of the finest Giant varieties—all in the one mixture.

Pkt. 25c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.00; oz. \$5.00.

Maple Leaf Giants Mixed

Leaves and blooms both extra large, of heavy substance. Unusual colors. Pkt. 30c.

Giant Masterpiece

P8. Many petals curled; mostly dark, velvety shades. Pkt. 10c.

Giant Bugnot

P9. Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.

Pres. Carnot

P10. White with violet blotches. Pkt. 10c.

Pres. McKinley

P11. Glowing yellow, blotched with deep reddish brown. Pkt. 10c.

Swiss Giant Mixed

P14. Large size. Great substance. Novel color combinations. Pkt. 15c.

Swiss Blue

P15. LAKE OF THUN. A blue different from any other blue or near-blue in pansies. Pkt. 15c.



Oregon Giants

Immense blooms of very heavy texture in wonderful shades and coloring, mixed.

Seed grown by the originator. Commercial pkt. (about 600 seeds) \$1.00; smaller pkt. (150 seeds) 35c.

Ruffled Giants

P17. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 15c.

Prince Henry

P20. DARKEST BLUE. Rich deep blue. Pkt. 10c.

Swiss Cardinal

P16. ALPENGLOW. Another outstanding and very rare color in pansies. Pkt. 15c.

Swiss Yellow

P16 1/2. Lovely golden yellow with brown blotches on lower petals. Pkt. 15c.

Triumph of the Giants

P18. Petals curled and overlapping. Colors rich, running to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 15c.

Adonis

P19. LIGHT BLUE. Light blue with lighter margin. Pkt. 10c.

"SAFETY-FIRST" Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. 75c; 2 lbs. \$1.40; 3 lbs. \$2.10, prepaid, any zone.

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|------------|----------|----------|----------|----------|----------|----------|
| 5 lbs.... | \$3.20 | \$3.25 | \$3.35 | \$3.45 | \$3.55 | \$3.65 |
| 10 lbs.... | 6.10 | 6.20 | 6.40 | 6.60 | 6.80 | 7.00 |

Best Kentucky Blue Grass

Very heavy and clean. Lb. 55c; 2 lbs. \$1.00; 3 lbs. \$1.40, prepaid, any zone.

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|------------|----------|----------|----------|----------|----------|----------|
| 5 lbs.... | \$2.10 | \$2.15 | \$2.25 | \$2.35 | \$2.45 | \$2.55 |
| 10 lbs.... | 4.00 | 4.10 | 4.30 | 4.50 | 4.70 | 4.90 |

Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 70c; 2 lbs. \$1.35; 3 lbs. \$1.95, prepaid, any zone.

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|------------|----------|----------|----------|----------|----------|----------|
| 5 lbs.... | \$2.50 | \$2.55 | \$2.65 | \$2.75 | \$2.85 | \$2.95 |
| 10 lbs.... | 4.80 | 4.90 | 5.10 | 5.30 | 5.50 | 5.70 |

Astoria Creeping Bent

For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. Astoria heads the list. Astoria starts quickly and goes farther. It creeps on top and under the ground. Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags: 1/2 lb. 70c; lb. \$1.35; 2 lbs. for \$2.50; 3 lbs. for \$3.60; 5 lbs. for \$5.50, prepaid. (Bent does not thrive in all soils. Kentucky Blue Grass is more dependable.)

HOW TO GROW IRIS

Open Season for Iris. Iris may be reset any time when the ground isn't frozen. Best time is from midsummer to last of September so the roots become well established before winter. **July and August plantings make strongest roots for blooming next season.**

The Iris increases by new shoots forming from eyes or buds at the sides of the division or "toe" planted. In most sections the new shoots make new divisions strong enough to be detached and reset by early July. But a few weeks additional growth before replanting is advisable. If you have Iris shipped in July or early August, do not expect as large roots as would be sent later in the season.

Set roots 12 to 20 inches apart, according to room. The closer they are set, the sooner they will need to be taken up, divided and reset. Even 12 inches should bloom three years.

Open Season for Sowing Lawn Grass Seed

More and more, lawns are being started, and renewed, in summer and early fall—up to the middle of September or so.

Some lawnmakers prefer summer sowing to spring planting of lawns.

For the Lawn's Sake

Lawns may be started or old ones renewed or renovated any time from earliest spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Sow about one part clover to three parts blue grass. Use not less than pound to 200 square feet. Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season to compete with dandelion seed.

Cover the roots only an inch or so. They like to be near the surface. Tramp on the fleshy part of the root (the rhizome) and tramp hard, after it is planted. Keep watered for a few weeks until new growth starts. Don't worry if the small threadlike roots are dried up when planting. New roots will start at once from the rhizome. If no rains, see ground doesn't dry out too much.

Iris can't stand wet feet. Always see that no water stands on them. If soil is not sandy, then better raise the beds or rows before planting, so good drainage is insured.

From Oshkosh, B'gosh! "The Iris I received from you are now all in bloom or bud. Never have I seen anything so beautiful as Pres. Pilkington. It would be hard to say what is really best. I like Selene, Sensation, Black Wings, Mt. Royal, Eliz. Egelberg, Pluie d' Or and many others."—C. G. Young, Oshkosh, Wis.

NEW ICELAND POPPIES

(*Nudicaule. Hardy Perennial*)

(Sow the seed in summer or early fall for fine display next season)

They are of graceful neat habit with bright green fern-like foliage, formed in tufts from which issue slender stalks about 15 inches high, bearing their brilliant flowers in endless profusion. Most useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season. They remain evergreen throughout the winter, coming into bloom early the following spring.

Iceland Poppies are valuable in a hardy border or in a permanent rock garden.

NEW ZEALAND MAMMOTH STRAIN. Mr. W. R. Toon, who developed this strain in New Zealand, says it is superior to the best he has tried from our country. A special mixture of pink, rose and pastel shades. Fine for cutting. Supply of seed limited. Pkt. 25c.



SANDFORD'S GIANT STRAIN. (New.) A new, giant strain with flowers of wonderful substance carried on strong stems 2 to 3 feet long. Many of the blooms measure 5 inches in diameter. The range of colors is particularly fine, including many lovely delicate shades and combinations of tints. Pkt. 20c; 1/8 oz. \$1.00.

SUNBEAMS. (Mixed.) This is the result of a cross between the Shirley and Nudicaule types. The flowers are charming shades of orange, salmon, maize and other tints, an improvement over the original Iceland strain. Pkt. 15c; 1/8 oz. 50c.

CHOICE MIXED. A better than ordinary mixture, made up by myself from choice strains and colors. Pkt. 10c; 1/8 oz. 30c.

Hardy Biennial Canterbury Bells

(Sow the seed in summer for fine display next season)

I think the "Cup and Saucer" type of hardy Canterbury Bells is the most pleasing. You get some in this without "Saucers," but they are also nice. Doubles out of place in a flower of this sort.

So here are the most popular colors in the hardy "Cup and Saucer" type:

DARK BLUE **ROSE**
LIGHT BLUE **WHITE**

Prices: Any of these 4 colors, Canterbury Bells, or all mixed, at, Pkt. 10c; 1/4 oz. 30c.

Super Wired Wood Labels

Took me YEARS to locate this real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Very useful in garden also. Will supply you these labels at: 100 for 40c; 200 for 75c; 500 for \$1.50; 1,000 for \$2.90, prepaid.

Colorado Sales Tax should be added to each order sent me by Colorado folks. No tax required from other states. Verily, as the Denver Post says, "It's a privilege to live in Colorado!"

Fall Catalogue in September

Will list, again, Iris. Also Peonies, Tulips, Hyacinths and other "Dutch Bulbs" for fall planting, as well as Gladiolus bulbs at "Digging Time Prices."

If you don't receive a copy of this Fall catalogue by Sept. 20, drop a line asking for one.

TERMS: Cash with order, or 1/4 cash with order, balance C. O. D.

J. D. LONG BOULDER, COLORADO